

Our Engagement Promise

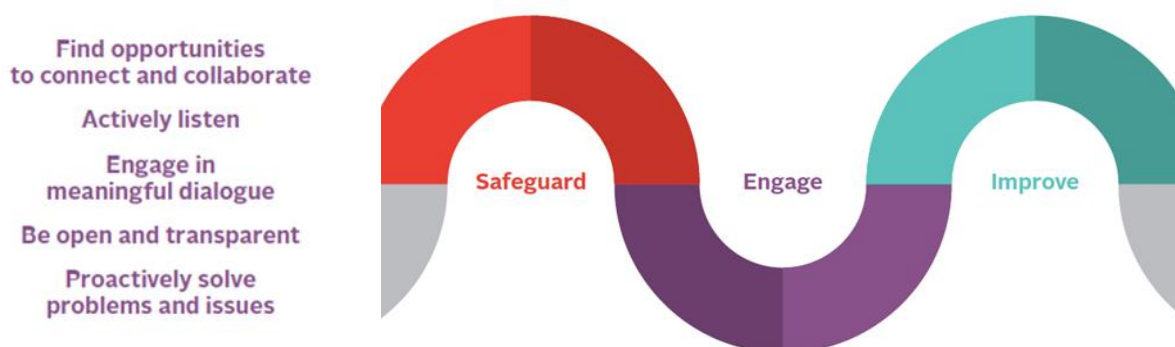
Engagement is part of who we are at Canadian Blood Services. It's a key pillar in our brand and the way we work.

Our promise is to consistently and meaningfully engage stakeholders to understand their perspectives and to work together to make decisions that are evidence-based and sustainable. We promise to listen, to incorporate input whenever possible, and communicate back to stakeholders how their views were used to inform a decision.

What do we mean by “engagement”?

Engagement is the process we use to gather input from our various audiences on our policies, products or operations, and ultimately, it's how we use that input to inform our decisions.

It is about listening, sharing information, engaging in dialogue, and exploring workable solutions for patients, families, caregivers, the broader communities we serve, and the health care system. We engage to make difficult, complex decisions in collaboration with the individuals and organizations affected by those decisions.



Our engagement commitments

Our commitments are based on the five components of our Engage operational pillar. As with any pillar, the strongest quality comes when all components are used to reinforce each other. It is not enough to meet only one or two of these commitments; they must all be present.

We find opportunities to connect and collaborate

We realize that we are in a privileged position as the national blood authority. Our role comes with both power and the responsibility to engage. We believe there are almost always opportunities to engage and will actively seek-out ways to connect and collaborate with our stakeholders.

We think broadly about those who are impacted, affected and interested in contributing. We include those with lived experiences, equity-deserving communities and those we may not traditionally hear from. We will partner with communities to remove barriers to equitable participation, so all voices are heard and help inform our decisions.

We coordinate our engagement activities, ensuring that we share what is happening across the organization; what issues are being engaged on, with what audiences and when. We look for opportunities to collaborate on different issues with the same audiences to make best use of their time, where appropriate.

We actively listen

We engage with an understanding that we always have something to learn. We stay curious, exploring new ideas, understandings and possibilities, filling in the gaps in our knowledge. We suspend our need to respond, defend, justify, interrupt or correct. We listen for what emerges through dialogue.

We believe that evidence can come from different sources, and we value lived experiences, diverse perspectives and science. We acknowledge the truth, the tensions and the conflict that may exist from these differences. We support others to tell their stories. We seek to surface and understand our collective knowledge to find the best way forward.

We engage showing a cool head and warm heart. We bring our experience and expertise to engagements along with a realization that we best meet patient needs by learning from others and the perspectives they bring. We know that stakeholders are experts too, bringing knowledge that complements our own, and want to work with us to create the best outcomes.

We listen to deeply understand other people's experiences and show that we care about them, what they are going through, and that we'll do everything we can to help.

We engage in meaningful dialogue

We bring our stakeholders together to understand each other's perspectives and explore new ideas. Where there are different views on an issue, we help participants understand each other's perspectives, explore common ground and action to move forward together.

We invest in what's needed to plan and implement quality engagement, taking time to understand the importance, the issues, our audiences and their needs. We use inclusive

strategies to involve diverse stakeholder perspectives on a topic and take the time to build relationships to support our work and mission.

We believe in the power of dialogue, and that genuine engagement means sharing power. It allows us to see issues in a new way, understand how they are experienced by others, builds trust and facilitates stronger relationships.

We are open and transparent

We are open and transparent by default in our interaction with stakeholders.

We will clearly explain the parameters whenever we engage audiences. We will provide details on what decisions have already been made, what's off the table for consideration, what cannot be influenced, what's outside of our control and any limitations to decision making. We define and share the role stakeholders can play in the decision-making process.

We promise to listen to, consider and act on stakeholder input, to the maximum extent possible. We disclose what other information, along with this input, will also be considered in making the decision. We commit to finding the right balance between different points of view. We report back to stakeholders on what we heard, to confirm we understood correctly and provide an opportunity for clarification. When we make decisions, we will report to stakeholders how their input was considered and why we arrived at a final decision. If we do not implement stakeholder input, we explain why. And, we will release a public report on our formal engagement sessions within 30 days.

We proactively provide information stakeholders are seeking, unless there are genuine reasons why this is not possible (e.g., legal or privacy). We ensure the information we share is accessible, comprehensive and tailored to the stakeholder audience we are engaging. If we are not sure what information to provide, or how, we ask our stakeholders and take our direction from them. We share the whole picture, and are transparent at all times, not just on occasion.

We proactively solve problems and issues

We proactively listen to our stakeholders as they bring issues to our attention and seek ways to address these together.

We understand that it's important we engage at the early stages of an initiative (as early as possible), including on issues we may not yet completely understand or have all the information about, in the spirit of building our collective knowledge.

We can engage for a range of purposes: to identify and define potential problems, understand context and impacts, generate ideas, develop solutions, evaluate options. Depending on the purpose our roles will vary: to listen, provide perspectives, consider other perspectives, collaborate on action.

When we engage, we do this before a final decision is made.